

BUSINESS COMMUNICATION

(REVISING NOTES)



- UJJWAL KUMAR JHA

Important Notes for B.com (1st year)

☆☆☆☆☆

1. *Communis (Latin word) = Communication*

2. *Nature and Characteristics of Business Communication*

- i. *Two or more person*
- ii. *Message*
- iii. *Written , oral, or gestural*
- iv. *One way / two way*
- v. *Formal / Informal*
- vi. *Process of Exchange*

3. *Objective / purposes of Business Communication*

- i. *Establishment and fulfillment of goals*
- ii. *Motivation to employees*
- iii. *Promotion of efficiency*
- iv. *Provision for information*
- v. *Preparation of employees to adapt change*
- vi. *Discourging mis-conception*

4. *Importance / Significance of communication*

- i. *Basis of effective leadership*
- ii. *Basis for the movement of ideas and information*
- iii. *Smooth and efficient functioning*
- iv. *Increase in managerial competence*

- v. Minimisation of cost and time
- vi. Basis of information

5. Function of Business Communication

- i. Controlling function
- ii. Motivating function
- iii. Function for relating emotional expression
- iv. Decision making function

6. Element of Communication

- i. Sender
- ii. Encoding
- iii. Message
- iv. Media
- v. Decoding
- vi. Receiver
- vii. Response
- viii. Feedback

7. Channels of Communication

- i. Face to face communication
- ii. Postal department
- iii. Telegraph
- iv. Television
- v. Telephone
- vi. Radio
- vii. Computer
- viii. Fax

8. Importance of Feedback

- i. Evaluation of the communication process
- ii. Removal of mis-understanding
- iii. Stopping of transmissional distortion
- iv. Adoption of corrective measure
- v. Increase in business productivity

9. Level analysis of Business Communication

- i. Upper or top level
- ii. Middle level
- iii. Lower level

10. Models of Communication

- i. Rhetorical model
- ii. Propagandistic model
- iii. Negotiable model
- iv. Communication model
- v. Attention-Interest-Desire-Action (AIDA) model

11. Barriers of Communication

- i. Organisational and Structural barriers
- ii. Interpersonal barriers

12. Overcome the Barriers to Communication

- i. Clear policy of the organization
- ii. Clear perception
- iii. Selection of appropriate channel
- iv. Control of emotion

- v. Good listening
- vi. Quick feedback

13. Making Communication Effective

- i. Specific purpose
- ii. Study of the listeners or readers
- iii. Selection of a good channel
- iv. Active /good listening
- v. Mutual understanding
- vi. Personal touch

14. Type of Conflict

- i. Functional conflict
- ii. Dysfunctional conflict
- iii. Perceived conflict
- iv. Felt conflict
- v. Structural conflict
- vi. Role conflict
- vii. Institutional conflict

15. Reason of Conflict

- i. Goal Difference
- ii. Group Interdependence
- iii. Perceptual Difference
- iv. Interpersonal Conflict

16. Types of Communication

a) On the basis of organizational structure

- i. Formal communication
- ii. Informal communication

b) On the basis of flow of Information

- i. Vertical communication – a) Upward communication
b) Downward communication
- ii. Crosswise communication
- iii. Horizontal communication

c) On the basis of Expression

- i. Oral
- ii. Written
- iii. gestural

17. Objective / Purpose of corporate communication

- i. Establishment of co-ordination
- ii. Increase in the efficiency and effectiveness
- iii. Correct decision making
- iv. Maintenance of peace and discipline
- v. Motivation of employees
- vi. Effective functioning

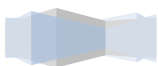
18. Features / Characteristics of corporate communication

- i. Formal communication system
- ii. Written and verbal communication
- iii. External and internal communication
- iv. Mutual trust and understanding

- v. Upward and Downward communication
- vi. Feedback
- vii. Continuous process

19. Importance of Corporate Communication

- i. Effective management
- ii. Balance efficiency and effectiveness
- iii. Continuous flow of information
- iv. Resolution of crisis
- v. Attainment of success
- vi. Corporate decision making



20. Making Corporate Effective

- i. Two way communication
- ii. Clear idea
- iii. Empathy
- iv. Purposive communication
- v. Simple language
- vi. Credibility
- vii. Good listening
- viii. completeness

21. Technique of Corporate Communication

- i. Group discussion
- ii. Mock interview
- iii. Seminar

22. Ojective of Emergence of communication Technology

- i. Quantitative improvement
- ii. Qualitative development
- iii. Equility in transmission
- iv. Economy in handling communication
- v. Saving of time and labour
- vi. Increase in efficiencyand productivity
- vii. Service to the community

23. Tools of communication

- i. Telephone
- ii. Teleprinter
- iii. Fax

- iv. Telegram
- v. Television
- vi. Cellular phone
- vii. Sms
- viii. Computer

24. Advantages of Tools of Communication

- i. Increase in efficiency
- ii. Saving in time and cost
- iii. Saving in labour
- iv. Maintenance of secrecy
- v. Less possibility in understanding
- vi. Facilities of feedback

25. Disadvantages of Tools of Communication

- i. Heavy initial cost
- ii. Lack of technical knowledge
- iii. High transmission cost
- iv. Presence of noise
- v. Piracy in communication

26. Video Conferencing

- i. *Concept* : Video conferencing is a new device of communication through which communication is made by sending video signals as well as telephone and computer data signals. It is used for holding meetings and discussions.
- ii. *Advantages* :
 - a) Provision for face to face discussion
 - b) Minimisation of long distance travel

- c) Reduction in cost
- d) Widespread communication
- e) *Savings in time*
- f) Better and friendly mode of communication
- g) No cost of accommodation
- h) Media of teaching

iii. Disadvantages :

- a) High cost of installation
- b) Problem of technical complexity
- c) Problem of monopoly

iv. Characteristics :

- a) Popular tool
- b) No face to face presence
- c) Digital web camera
- d) Media of mutual inter-exchange
- e) Computer aided-network
- f) No travelling of distance
- g) Special hardware and software

27. Concept of Internet

Internet is a voluntary, co-operative mode of communication through computers. It is a conglomeration of smaller network and other connected machines throughout the world.

28. Fax (Far Away Xerox)

- i. *Concept* : It is a device which is used for transmitting diagram, drawings, sketches, letters, circular, articles etc. It is an improvement electronic version of the telefax machine.

ii. *Advantages of Fax*:

- a) Speedy Transmission
- b) Accurate transmission
- c) Overcoming of timezone barriers
- d) Cheaper cost of transmission

iii. *Disadvantages of Fax*

- a) No privacy
- b) Possibility of distortion of message
- c) Unchangibility of message
- d) Costly device

29. *E-mail (Electronic mail)*

- I. *Concept* : Electronic mail, popularly known as e-mail is a means of communication where textual messages are sent through electronic media. It is a user to user communication process.

II. *Advantage* :

- a) Cheaper means of communication
- b) Faster communication
- c) Communication without physical presence
- d) Privacy is maintained
- e) Reduction in consumption of paper
- f) Increase in efficiency
- g) Wide usage
- h) Easy to operate
- i) Flexibility
- j) Greater accuracy

III. Disadvantage :

- a) One way system of interaction
- b) Interruption in productivity
- c) Creation of inter-personal conflict
- d) Creation of confusion
- e) Absence of outburst of emotion

IV. Characteristics :

- a) Modern means of communication
- b) Gift of internet
- c) Store and forward service
- d) Computerised operating system
- e) Use of mail-box
- f) Legal status
- g) Specific guidelines

V. Steps for sending e-mail :

- a) Log on the computer and connect the internet
- b) Feed in the user name and password
- c) Open the e-mail account of the user through outlook express or through a website.
- d) Click the new message tool
- e) Write the address to whom the message is to be sent in the box provided written as 'To'
- f) Compose the message
- g) Click on 'send' tool



computer